

A View From the Americas

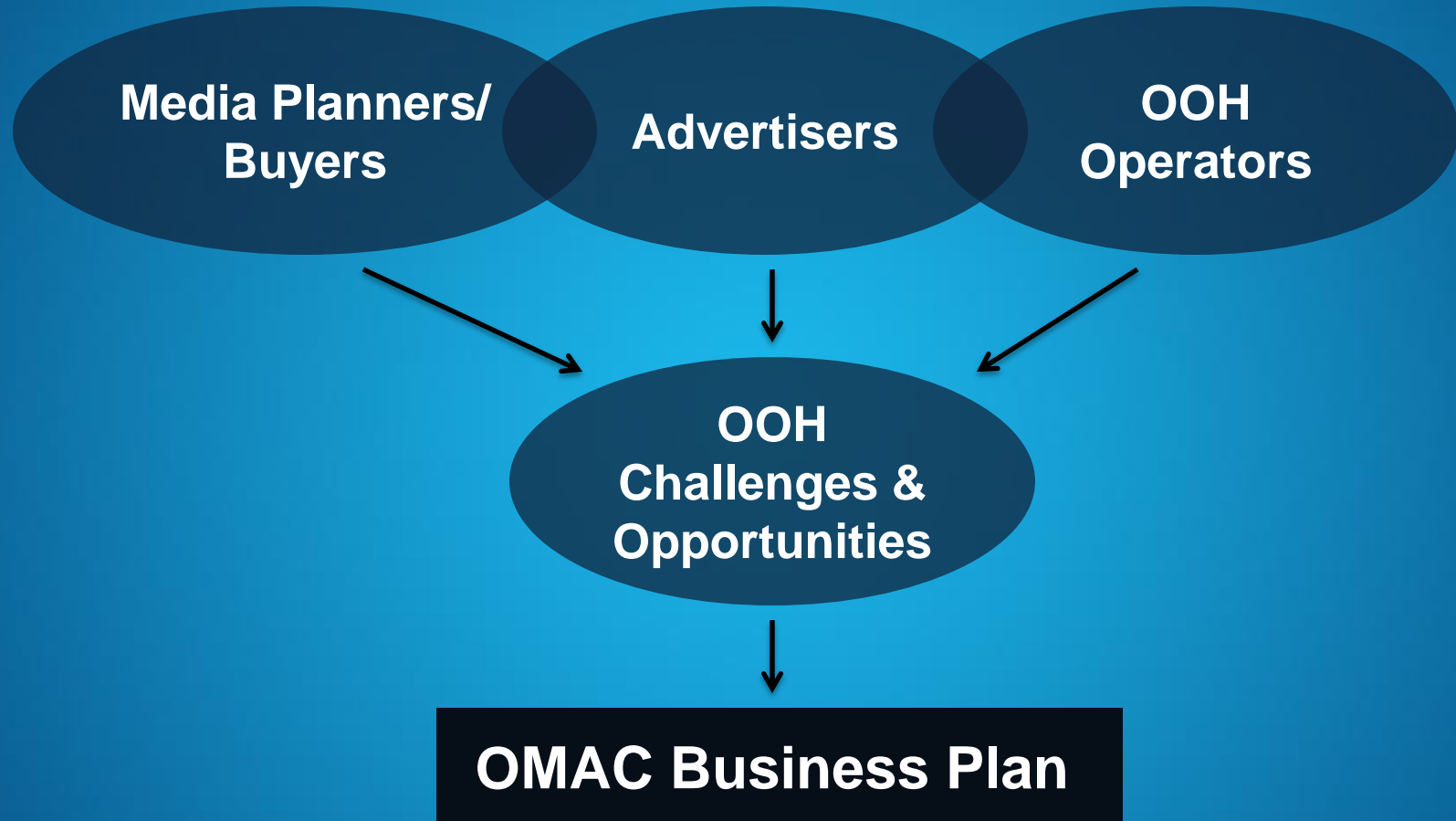
Rosanne Caron, President

Out-of-Home Marketing Association of Canada

OMAC



Industry Stakeholder View



Embrace Convergence of Digital, Mobile & Social Media

- ▶ Leadership role in tracking consumer trends and interaction with OOH
- ▶ Global syndicated tracking would provide common information across countries



2012 Holiday Initiative Campaign, OMAC

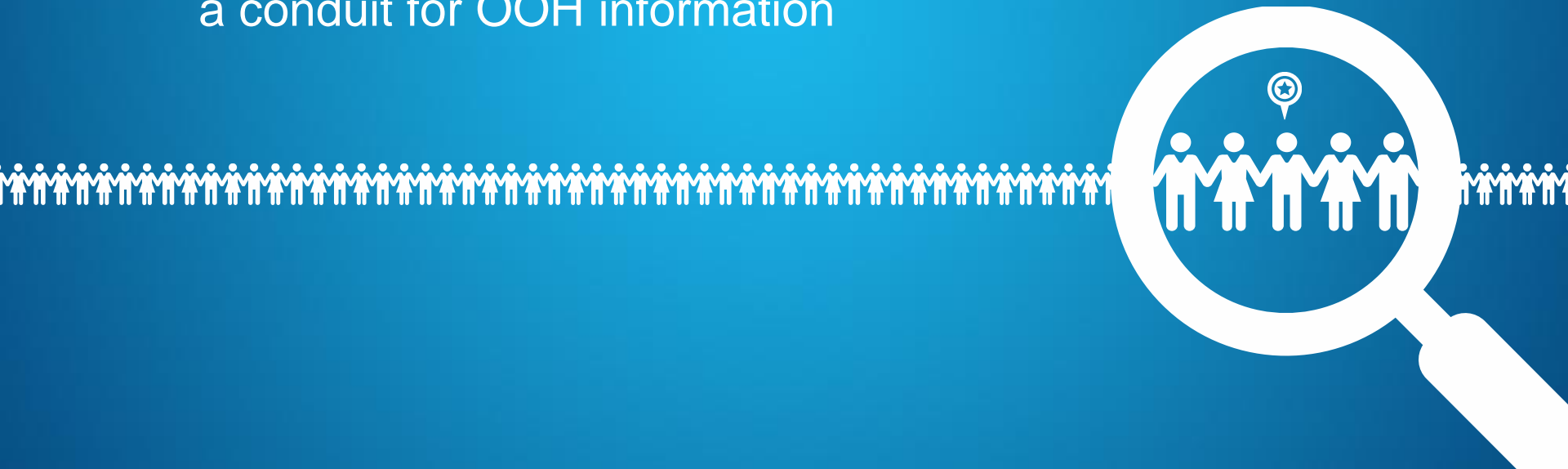
Embrace Convergence of Digital, Mobile & Social Media

- ▶ Partner with advertisers on tests
- ▶ Develop 'Best Practices' and promote learning



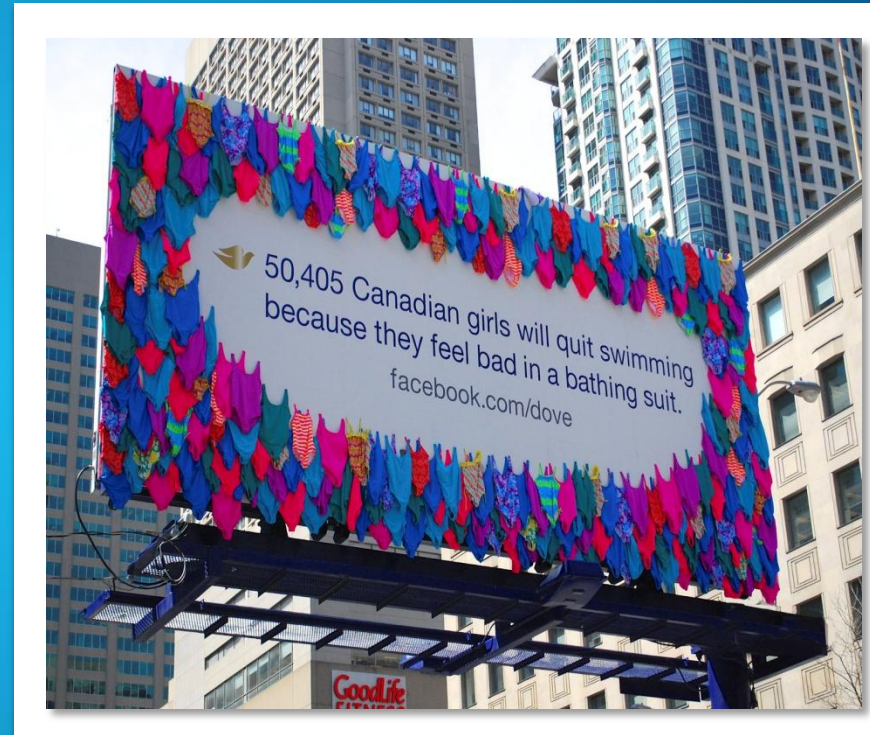
Develop Targeted Education Programs

- ▶ Greater focus on educating advertisers
- ▶ Partner with industry trade associations to develop member programs
- ▶ Create OOH ambassadors within agencies to serve as a conduit for OOH information



Promote Creative Excellence

- ▶ Promote OOH innovation and provide creative consultation



Promote Creative Excellence

- ▶ Develop creative resources: pre-testing tool, creative guidelines

INDOOR ADVERTISING CREATIVE GUIDELINES



CLIENT

DATE

PROJECT

- ☐ **CONSIDER THE CONTEXT AND LOCATION IN WHICH YOUR AD WILL BE VIEWED**

Be creative with the environment



- ☐ **BRAND CLEARLY AND STRONGLY**

Strong brand linkage has greater impact



- ☐ **HAVE AN EXPLICIT CALL TO ACTION**

Be clear on what the viewer should do and inspire them to act



- ☐ **KEEP TEXT TO A MINIMUM**

Pedestrians have more time to view your ad, but best to avoid long paragraphs.



- ☐ **ENGAGE YOUR VIEWER**
Through the use of intriguing, humorous or aesthetic images



- ☐ **USE HIGH CONTRAST AND BRIGHT COLOURS**

Choose colours that contrast well in both hue and value.



Contact OMAC for a review of international creative: 416-968-3435

"Creativity has the power to transform human behavior"

- Adam Ferrier, Founder, Naked Communications

Simplify the OOH Planning Process

Access to market intelligence resources that are user friendly

- ▶ Market Overview / Planner Tips
- ▶ Interactive Map System
- ▶ Planning Guide



Legislative Hurdles

- ▶ City of Toronto adopted a new bylaw in 2010 that subjects third party signs to an annual tax
- ▶ Created a huge financial burden on the OOH industry
- ▶ Tax rates range from \$1,100 to \$24,000 depending on size and type of sign
- ▶ In 2012 outdoor operators paid a total of \$10 million
- ▶ Outdoor companies are attempting to re-negotiate lease agreements; some signs are being removed

Industry Learning

- ▶ The industry needs to do a better job of promoting how it supports the local economy
- ▶ Develop better relationships with regulatory bodies
- ▶ Comply with by-laws – illegal signs create mistrust and aid anti-billboard activists' efforts



Thank you

Rosanne Caron
President

OMAC

rcaron@omaccanada.ca

